

“INFOMERCIAL” STRUCTURE

Infomercials are a mile-a-minute sales pitch steeped in persuasive writing techniques. Many of these advertisements share the same basic 3 step structure. And the good news? You don't have to be selling the next outrageous thing in loungewear to use these winning copywriting tactics.

3 Basic Steps

The “Infomercial” Structure

1

Set forth the problem.

2

Explain the solution.

3

Demonstrate how you provide the solution.

Advice from one of the best pitch men on television...



“I don’t take on a product unless I believe in it. I use everything that that I sell.”

BILLY MAYS

But wait... there’s more!

3 steps provide the basic foundation, but there’s always room for improvement! Here are some more copywriting techniques used to help move product fast.

- ☐ Back up your claims with testimonials, facts, and figures.
- ☐ Add value by showing multiple uses.
- ☐ Use memorable phrases and tag lines.
- ☐ Sum up your brand experience in a short, clever phrase or tagline.
- ☐ Use scarcity or promotions to get people in the door.
- ☐ Offer guarantees and assurances.
- ☐ Give your customers quick buy options.



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